

#CARESFORMUSIC

CARES Act for the Music Ecosystem Case Studies Database

Introduction

With such a limited timeline to identify and deploy programs that meet the requirements of the CARES Act, this list of case studies is offered to serve as an idea generator for communities. It is our hope that this database helps community leaders to identify programs that:

- meet CARES Act criteria and have set a precedent from other local government agencies and their legal teams as eligible for CARES Act funding;
- are immediate, scalable and replicable to other communities regardless of size or amount of funding in supporting the music and cultural economies;
- prioritize and promote programs that support inclusion of minority groups and reflect the diversity of communities; and
- recognize the economic impact of the music and cultural economies supported by data and measurement.

Identify possible programs for your community from the cited examples below.

CASE STUDY EXAMPLE OF CARES ACT FUNDING APPLICATION FOR MUSIC VENUES:

Portland, Oregon

Takeaways: Successful use of CARES Act funding already approved for \$50M to venues and other organizations in Oregon.

OREGON TO DISTRIBUTE \$50M IN FEDERAL CORONAVIRUS RELIEF FUNDS TO VENUES, ARTS ORGANIZATIONS¹

As music venues across the country face potential closures due to the lack of live concerts and events during the ongoing health crisis, the Oregon state legislature has approved the distribution of \$50M in federal relief funds to companies and organizations in the arts and entertainment space. The funds will be culled from the estimated \$2.4B received by the state from the federal government via the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) earlier this year.

According to the official document from the July 14th Emergency Board meeting, "Funding of \$50,000,000 from the state's distribution of CARES Act Coronavirus Relief Fund (CRF) monies is requested to support music, culture, and community venues and organizations that have been closed or have cancelled or postponed public cultural or community programming due to the COVID-19 pandemic and the Governor's Executive Orders, and to supplement support to a community college. The purpose of these funds is to preserve these institutions and their associated community benefits through the pandemic."²

CASE STUDY EXAMPLE OF CARES ACT FUNDING APPLICATION FOR MUSIC VENUES:

Nashville, Tennessee

Takeaways: Successful use of CARES Act funding already approved for \$2M in grants to music venues, businesses and nonprofits that earn less than \$5 million annually. Each grantee

¹ Live for Live Music, July 2020 article: <https://liveforlivemusic.com/news/oregon-venues-relief-funds/>

² State of Oregon Statewide Business and Cultural Support Report: <https://olis.leg.state.or.us/liz/20191/Downloads/CommitteeMeetingDocument/224701>

is eligible for up to \$100,000, or two months of COVID-19 era operating expenses, whichever is less.

OVERSIGHT COMMITTEE DEDICATES \$2M TO HELP LIVE MUSIC VENUES, FINE ARTS GROUPS³

The city's financial oversight committee, which recommends how Nashville spends its CARES Act funds, unanimously voted to appropriate \$2 million in emergency grants to live music and arts businesses that have been shuttered due to the COVID-19 pandemic.

It's the first domino to help save Nashville's independent live music venues, which disclosed to the Tennessee Lookout this week they are on the brink of closure.

The nine-member committee, including three Metro Council members, committed \$2 million in grants that will be administered by a company called Pathway Lending. Metro Councilwoman Courtney Johnston said all \$2 million will go directly to music and performing arts businesses and organizations.

The grant funds were approved by the Metro Council Meeting on September 1st.

CASE STUDY EXAMPLE OF CARES ACT FUNDING APPLICATION FOR BUSINESSES, GRANTS AND MUSIC VENUES:

Indianapolis, Indiana

Takeaways: Successful use of CARES Act funding already approved for \$7m for businesses that pay food & beverage tax (restaurants, bars, entertainment venues) as well as an additional \$150k for a second round of venue grants and \$500k that is going to the Arts Council for nonprofits.

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<https://tennesseelookout.com/2020/08/27/oversight-committee-dedicates-2m-to-help-live-music-venues-fine-arts-groups/>

Indianapolis City-County Council approves final allocation of CARES Act funds⁴

An emergency City-County Council meeting was called to order Wednesday; it ended with a unanimous vote to approve Mayor Joe Hogsett's funding distribution plan.

Councilors were on a time crunch to get the plan passed. States that received coronavirus relief funds have until December 30 to disperse the money or it has to be sent back to the federal government.

To date the city has used more than \$92 million in CARES Act funding. Indianapolis received its first round of funds in April but it wasn't until the end of the month when states received spending guidance.

In May, city leaders began conversations to assess areas of need, then in June millions of dollars in federal funds went to programs throughout the city.

Full breakdown of funding allocations can be found [here](#).

CASE STUDY EXAMPLE OF CARES ACT FUNDING APPLICATION FOR MUSIC VENUES:

Tulsa, Oklahoma

Takeaways: Successful use of CARES Act funding already approved for \$150,000 for music venues that prioritize featuring local musicians.

⁴<https://www.wishtv.com/news/coronavirus/indianapolis-city-county-council-approves-final-allocation-of-cares-act-funds/>

PLAY TULSA MUSIC⁵

The Tulsa Office of Film, Music, Arts & Culture (Tulsa FMAC) created the Play Tulsa Music Program to mitigate COVID-19 risk and help small businesses and music-focused entrepreneurs generate business in Tulsa County. Tulsa FMAC's goal is to provide more opportunity for Tulsa-based musicians of all genres to resume performing live music safely. The proposal was passed by the Tulsa County Commissioners through Tulsa County CARES Act funding on July 20, 2020 and includes \$150,000 for venues meeting required criteria.⁶

The Play Tulsa Music program is administered by Tulsa FMAC, a division of Tulsa Regional Tourism which is housed at the Tulsa Regional Chamber. The Play Tulsa Music program is available for venues in Tulsa county from September-December 2020 and funds must be used exclusively for offsetting 50% of a musician/band performance fee incurred between September 1 and December 30, 2020.

All funds requested must be submitted directly by Tulsa county venues. Organizations, musicians, booking agencies, etc., may partner or collaborate with Tulsa county venues to create new live performance opportunities utilizing Tulsa-based musicians, which is the main goal of this program.

Project eligibility:

The Play Tulsa Music program is available to the following Tulsa county venues for consideration:

- Music Venue • Restaurant • Bar • Hotel Restaurant/Bar

CASE STUDY EXAMPLE OF CARES ACT FUNDING APPLICATION FOR MUSIC VENUES:

Fort Worth, Texas

Takeaways: Successful use of CARES Act funding already approved for monthly income relief for music venues and bars.

⁵ <https://playtulsamusic.com/>

⁶ <https://playtulsamusic.com/guidelines>

FORT WORTH TO LAUNCH SECOND ROUND OF GRANTS FOR BUSINESSES IMPACTED BY PANDEMIC⁷

During the first round of grants, the city distributed \$6.2 million to 842 businesses in Fort Worth. Of the companies that applied, 95% were businesses with 25 employees or fewer.

In this round, mid-sized companies, up to a max of 500 employees were the focus including a special category for bars and music venues that were closed per the governor's orders to apply for the second round of grants, which allows bars and music venues that were forced to close June 26 to be eligible for up to three times their lost average monthly revenue before the COVID-19 disaster declaration of March 13 up to \$100,000..

Under this second round, funding criteria have expanded to include nonprofit businesses, including local performance art venues.

Business owners will be expected to submit up to seven documents, including a 2019 Federal Tax Return and their Profit & Loss statement for 2019.⁸

CASE STUDY EXAMPLE OF CARES ACT FUNDING APPLICATION FOR MUSIC VENUES:

Indianapolis, Indiana

Takeaways: Program already approved for CARES Act funding for grants to independent, live music venues.

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<https://www.nbcdfw.com/news/local/fort-worth-to-launch-second-round-of-grants-for-businesses-impacted-by-pandemic/2435501/>

⁸ <http://fortworthtexas.gov/news/2020/08/preserve-the-fort-round-2/>

INDIANAPOLIS INDEPENDENT MUSIC VENUE OPERATIONS GRANT PROGRAM⁹

The Musical Family Tree (MFT) received a grant of \$125,000 from the City of Indianapolis to distribute to independent, live, Marion County music venues impacted by COVID-19. The Music City Strategy Recovery Grant funds are made available by the City through its allocation of Coronavirus Relief Funds, CFDA #21.019, administered through the CARES Act and the permitted payments to State, Local and Tribal governments navigating the impact of the COVID-19 outbreak.

MFT recognizes information contained in the application is sensitive. All information will remain confidential. A list of all grantees will be made public. Maximum grant request is \$10,000, but the expectation is that grants will average \$5,000-\$6,000. Applications are reviewed by a team of individuals knowledgeable about the Indianapolis music scene, but will not include venue owners.

CASE STUDY EXAMPLE OF CARES ACT FUNDING APPLICATION FOR ARTS, CULTURE AND TOURISM

Indianapolis, Indiana

Takeaways: Program already approved for CARES Act funding for grants to arts, culture and tourism organizations for expenses such as salaries, cancelled event costs, utilities, rent and artist contract fees.

⁹ Indianapolis Independent Music Venue Operations Grant Program:
<https://www.musicalfamilytree.org/blog-general/city-of-indianapolis-independent-music-venue-operations-grant>

INDIANA TO GIVE \$10 MILLION TO ARTS, CULTURE AND TOURISM GROUPS REELING FROM CORONAVIRUS¹⁰

The Indiana Destination Development Corporation announced on Monday the details of \$10 million in Arts, Cultural and Destination Marketing Organization Support Grants. Lt. Gov. Suzanne Crouch previously introduced the program publicly during an update from the governor last week. The Indiana Arts Commission is a partner on the program, which will help offset 2020 expenses caused by the coronavirus.

Elaine Bedel, secretary and CEO of the corporation, told IndyStar that the \$10 million comes from money Indiana received from the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act. The amount of the grants will generally range from \$4,500 to \$50,000, and priority will go to those who have received little to no CARES Act funding so far.

Groups can submit applications from Aug. 14 until 4:00 p.m. Sept. 8. Eligible applicants include arts and culture nonprofits, destination marketing organizations — or similar nonprofits — and governmental units applying through public assets like libraries for arts and cultural activities.

Eligible expenses include salaries, artists' contract fees, rent, utilities, insurance and canceled events costs between March 1 and Dec. 30. The funds aren't to be used to develop new programs, cash reserves or strategic planning.

CASE STUDY EXAMPLE OF CARES ACT FUNDING APPLICATION FOR ARTISTS AND VENUES:

Denver, Colorado

Takeaways: Program already funded through CARES Act funding that offers funding for artists and creative businesses and performing arts venues.

¹⁰

<https://www.indystar.com/story/entertainment/arts/2020/08/11/indiana-give-10-million-cares-act-funding-arts-culture-groups/3322987001/>

CARES ACT RESPONSE TO DENVER'S CREATIVE ECONOMY LOSS OF 29,840 JOBS AND \$1.4 BILLION IN REVENUE¹¹

While the COVID-19 pandemic has impacted Colorado in many ways, the music industry and creative sector have been hit particularly hard, according to recent studies.

Denver Arts & Venues partnered with Colorado State University on the "2020 City of Denver Creative Economy Report with Initial Impacts of the COVID-19 Crisis," and, along with Colorado Creative Industries, "Initial Impacts of the COVID-19 Crisis on the Music Industry in Colorado and the Denver Metropolitan Region."

Both reports detail the effects of the pandemic, estimating that Denver's creative industries have lost around 29,840 jobs and \$1.4 billion in estimated sales revenue between April 1 and July 31, while Colorado's music industry lost approximately 8,327 jobs between April 1 and July 31, representing a 51 percent loss.

In response, Denver received \$1 million of CARES Act funding. Lisa Gedgaudas, Denver Arts & Venues Create Denver program administrator, hopes the data from the reports can help the city's creative industries get federal and philanthropic funding. While Arts & Venues recently received \$1 million as part of the CARES Act (\$300,000 will be dedicated to artists and the other \$700,000 will go to creative businesses and performing arts venues, including music venues), the creative industries will still need more funds to survive.

CASE STUDY EXAMPLE OF CARES ACT FUNDING APPLICATION FOR VENUES:

Seattle, King County, Washington

Takeaways: Program already funded through CARES Act funding that offers funding for independent venues.

¹¹ <https://www.westword.com/music/covid-19-shutdown-hits-denver-creative-industries-11774894>

35 MUSIC VENUES RECEIVE KING COUNTY CORONAVIRUS RELIEF GRANTS¹²

King County announced Tuesday the recipients of \$750,000 in grants to help soften some of the blow to shuttered music halls, ranging from neighborhood hangouts the Royal Room and Clock-Out Lounge to mid-sized hot spots the Crocodile and Neumos, up to the larger Neptune Theatre. The money is designed to be used for covering expenses such as rent or mortgage payments, payroll and utilities during a time when venues have little to no money coming in.

The funds are part of a \$2 million pot of federal CARES Act money the county steered toward music venues and other arts, culture and science organizations. Half of the money went to science organizations, with the Pacific Science Center Foundation (\$265,350), the Cougar Mountain Zoo (\$230,000) and the Seattle Aquarium Society (\$206,000) receiving the highest amounts. A smaller \$250,000 slice was divvied up between various theaters and arts groups, including the Seattle Repertory Theater, Bellevue Arts Museum and the Highline Heritage Museum in Burien. (View the complete list of recipients here.)

The majority of the 35 music venues were awarded \$19,500 grants, with a handful landing \$40,000 and others \$10,000. Nearly all of the venues that applied received some portion of the funds, said Kate Becker, Constantine's creative economy strategist, who serves as a liaison between the county and local arts organizations. In order to be eligible, venues had to be independently owned, have a capacity of under 1,000 people and produce live music or DJ nights at least three times a week on average.

CASE STUDY EXAMPLE OF CARES ACT FUNDING FOR MUSIC VENUES:

Austin, Texas

Takeaways: Program already funded through CARES Act funding that offers funding to music venues.

¹²

<https://www.seattletimes.com/entertainment/music/35-music-venues-receive-king-county-coronavirus-relief-grants/>

RELIEF FOR AILING AUSTIN MUSIC VENUES PROPOSED AT LOCAL, NATIONAL LEVELS¹³

The Groundswells of support for independent music venues during the coronavirus pandemic received boosts Wednesday at both the local and national levels. U.S. Sen. John Cornyn of Texas announced he is co-sponsoring the \$10 billion Save Our Stages Act, and the Music Venue Alliance Austin proposed a \$20 million Music Preservation Fund at a meeting of the city Music Commission.

The bipartisan congressional relief bill was co-sponsored by Sen. Amy Klobuchar of Minnesota and “would provide Small Business Administration grants for independent live music venue operators affected by COVID-19 stay-at-home orders,” according to a Senate news release. “These grants would provide six months of financial support to keep venues afloat, pay employees, and preserve a critical economic sector for communities across America.”

The grant amounts would equal 45 percent of an eligible venue’s 2019 operating costs, with a \$12 million cap. Funds could be used for costs incurred during the pandemic, including “rent, utilities, mortgage obligations, PPE procurement, payments to contractors, regular maintenance, administrative costs, taxes, operating leases, and capital expenditures related to meeting state, local, or federal social distancing guidelines.”

Recipients would be required to return any remaining funds a year after the disbursement date. The bill includes language intended to “narrowly define independent live venue operators, promoters, and talent representatives to prevent large, international corporations from receiving federal grant funding.”

CASE STUDY EXAMPLE OF CARES ACT FUNDING FOR RELIEF GRANTS:

Louisville, Kentucky

Takeaways: Program already funded through CARES Act funding for small businesses.

¹³

<https://www.austin360.com/entertainment/20200722/relief-for-ailing-austin-music-venues-proposed-at-local-national-levels>

SMALL BUSINESS COVID-19 RELIEF GRANTS¹⁴

The Louisville Mayor Greg Fischer has allocated a portion of CARES funding to support businesses hardest hit by COVID-19. \$21.2 million in funding will be available to 400 Louisville small businesses to assist with payroll, utilities and lease/mortgage relief.

CASE STUDY EXAMPLE OF CARES ACT FUNDING FOR MUSIC VENUES:

Montana

Takeaways: Program already funded through CARES Act funding that provides available funding for independent venues.

¹⁴ <https://louisvilleky.gov/government/louisville-forward/small-business-covid-19-relief-grants>

MONTANA INDEPENDENT VENUES POTENTIALLY ELIGIBLE FOR GRANTS¹⁵

The Live Entertainment Grant: Funding Available - \$10 Million - Max \$1 million / applicant

- Provide up to 25% of the 2019 gross revenue of a business or nonprofit
- To be eligible, applicants must have derived at least 33% of their 2019 revenue from the sale of tickets for live events. Eligible applicants' revenue for Q2 (April 1 – June 30) 2020 must also be no greater than 10% of 2019's Q2 (April 1 – June 30) revenue.
- Bars, restaurants, and other facilities whose primary business is not live entertainment are not eligible.

Business Stabilization Program : Funding Available - \$160 Million - Max \$20,000 / applicant

- \$10,000 max from first round, equal amount for second round, or, if business only applied during second round (August 12) they are eligible for \$20,000
- Montana Business Stabilization Grant program will provide working capital for small businesses to business expenses and expenses related to shifts in operations in order to retain existing businesses operations.
- Eligible small businesses must be Montana-based, employ 50 or less, have sustained a loss of revenue since Feb. 15 due to COVID 19, and be in good standing with the Secretary of State or local tribal government. Nonprofit entities are not eligible.

CASE STUDY EXAMPLE OF CARES ACT FUNDING FOR THE CREATIVE INDUSTRY:

Austin, Texas

Takeaways: Program already funded through CARES Act funding that offers funding to the creative industry.

¹⁵ <https://commerce.mt.gov/Coronavirus-Relief>

AUSTIN CREATIVE SPACE DISASTER RELIEF PROGRAM¹⁶

The Austin City Council approved Resolution No. 20200423-040 on April 23, 2020 to provide \$1 million for the Austin Creative Space Disaster Relief Program. This grant will provide direct support to for-profit live music venues, performance spaces, art galleries, arts-focused nonprofits and individual artists facing temporary or permanent displacement.

Applicants may apply for up to \$50,000 toward unpaid commercial rent and to defray rent hikes, property acquisition costs, or other space-related needs such as facility improvements or displacement-related expenditures.

CASE STUDY EXAMPLE OF CARES ACT FUNDING FOR ARTS ORGANIZATIONS AND VENUE UPGRADES:

Omaha, Nebraska

Takeaways: Program already funded through CARES Act funding that offers funding to arts organizations and venues for COVID-related improvements that included air-conditioning and ticketing upgrades at performing arts venues.

¹⁶ <https://austintexas.gov/departments/austin-creative-space-disaster-relief-program>

DOUGLAS COUNTY BOARD APPROVES \$10 MILLION IN CARES ACT ASSISTANCE TO ENTERTAINMENT COMPANIES¹⁷

COVID-19 silenced much of Omaha's entertainment industry, but the intermission may soon be over thanks to \$10 million in CARES Act funding approved by Douglas County commissioners. The community foundation will distribute the funds among 13 organizations in the arts, culture and entertainment sectors around the metro.¹⁸

The biggest recipient of the funding is Omaha Performing Arts, who is expected to receive \$1,952,231.

CASE STUDY EXAMPLE OF CARES ACT FUNDING FOR SMALL BUSINESSES, INCLUDING CULTURAL AND MUSIC BUSINESSES:

Louisiana

Takeaways: Program already funded through CARES Act funding that offers grants to small businesses including in the cultural and music industries. This program also set aside some specific funding only eligible to minority and women-owned businesses.

¹⁷

<https://www.ketv.com/article/douglas-co-board-approves-dollar10-million-in-cares-act-assistance-to-entertainment-companies/33578362>

¹⁸

https://commissioners.douglascounty-ne.gov/images/stories/Commissioners/agenda/aug/08_11_20_V_A1.pdf

LOUISIANA MAIN STREET PROGRAM¹⁹

On June 12, 2020, Governor John Bel Edwards signed Senate Bill 189, Act 311²⁰ enacting \$275 Million in CARES Act funds to several COVID-19 relief funds. This effort includes the Louisiana Main Street Recovery Fund that awards grants of \$5,000 to \$15,000 to many Louisiana small businesses to assist in their recovery from the economic impacts of COVID-19. The Program will be administered by the Louisiana Department of Treasury (John M. Schroder, State Treasurer).

All eligible small businesses are encouraged to apply. In the first 21 days (through August 17th), businesses who did not receive a Paycheck Protection Program loan, insurance payment, Economic Injury Disaster Loan or advance, or other federal aid will be prioritized, but ALL eligible businesses should apply. There is also a portion of money set aside to help businesses owned by women, minorities and veterans to help ensure these businesses have access to the aid they need.

CASE STUDY EXAMPLE OF CARES ACT FUNDING APPLICATION FOR THE ARTS:

Pittsburgh, Pennsylvania

Takeaways: A total of \$44.5 million in non-matching funds will go to organizations of all sizes, nationwide, to support staff salaries, fees for artists or contractual personnel, and facilities costs.

¹⁹ <https://www.louisianamainstreet.com/>

²⁰ <https://legis.la.gov/legis/law.aspx?d=1186831>

GRANTS OF \$50,000 EACH GO TO FIVE PITTSBURGH ARTS ORGANIZATIONS THROUGH CARES ACT²¹

Five Pittsburgh nonprofits are among 855 organizations that will benefit from the National Endowment for the Arts' recommendation of direct funding through the Coronavirus Aid, Relief and Economic Security (CARES) Act.

A total of \$44.5 million in non-matching funds will go to organizations of all sizes, nationwide, to support staff salaries, fees for artists or contractual personnel, and facilities costs.

Receiving \$50,000 each are City of Asylum, the Creative Nonfiction Foundation, Manchester Craftsmen's Guild (with specific mention of MCG Jazz), Pittsburgh Arts & Lectures and the Pittsburgh Symphony Orchestra.

CASE STUDY EXAMPLE OF CARES ACT FUNDING APPLICATION FOR THE ARTS:

National Endowment for the Arts, Washington, D.C.

Takeaways: In addition to CARES Act funding allocated to each state, the National Endowment for the Arts also received \$75 million in funding through the CARES Act that is available, in most cases, through local arts councils and commissions.

²¹

<https://www.post-gazette.com/ae/music/2020/07/01/NEA-CARES-Act-grants-50000-each-five-Pittsburgh-arts-orchestra-MCG-Jazz/stories/202007010094>

NATIONAL ENDOWMENT FOR THE ARTS ANNOUNCES CARES ACT FUNDING TO SUPPORT ARTS JOBS AND HELP SUSTAIN ARTS ORGANIZATIONS²²

The National Endowment for the Arts announced today its guidelines to swiftly distribute funding to nonprofit arts organizations from the Coronavirus Aid, Relief, and Economic Security (CARES) Act to preserve jobs and help support organizations forced to close operations due to the spread of COVID-19.

With the \$75 million appropriated to the National Endowment for the Arts through the CARES Act, the Arts Endowment will award 40 percent of the funds directly to state and regional arts agencies by April 30th to distribute through their funding programs. Sixty percent of the funds are designated for direct grants to nonprofit arts organizations all across the United States and will be announced by June 30th.

CASE STUDY EXAMPLE OF CARES ACT FUNDING APPLICATION FOR ARTISTS:

Indianapolis, Indiana

Takeaways: Program already funded through CARES Act funding that offers grants and programming to local artists.

²²

<https://www.arts.gov/news/2020/national-endowment-arts-approves-arts-organizations-cares-act-funding>

GENER8TOR MUSIC PROGRAM IN INDIANA TO DISTRIBUTE GRANTS AND PROGRAMMING TO LOCAL ARTISTS USING CARES ACT FUNDING²³

gener8tor has run six of these 12-week programs in partnership with the City of Cleveland, the Wisconsin Economic Development Corporation, Motown Records, and others. Since March we have run our programming as COVID response. The Indiana SBDC partnership with entrepreneurs was one such partnership funded by CARES money. Other COVID relief has come from philanthropic support.

Phase one: Artists across the community apply for grants, which gener8tor distributes based on agreed-upon criteria. These grants can be distributed to as many artists in whatever amounts the City prefers. gener8tor runs a workshop series for all applicants to gain resources and knowledge to grow their careers despite the current climate.

Phase two: gener8tor narrows the applicant pool to four artists selected for an additional \$20,000 grant and 12 weeks of concierge programming to grow their careers.²⁴

Pricing: \$350,000 for one 12-week cohort or \$450,000 for two 12-week cohorts, plus the amounts of distributed grants to artists across the community in phase one.

CASE STUDY EXAMPLE OF CARES ACT RESOURCES FOR MUSIC:

United States

Takeaways: MusiCares offers a database of programs that are made available to those in the music ecosystem through CARES Act and other funding.

²³ Gener8tor Music Program in Indiana:

<https://isbdc.org/indianacovid19smallbusiness/?fbclid=IwAR1rKWQ0NQy0ZWdZtgPNCdwodNCyrD12LwtvKWIYy3aAmhkMjc-MQNySLFg#>

²⁴ Backline Program: <https://backlinemusic.com/>

RECORDING ACADEMY MUSICARES COVID-19 RELIEF²⁵

MusicCovidRelief.com is a resource brought to you by partners in the U.S. Music Community to help music professionals access information and applications to receive benefits made available by the CARES Act (Phase III of the Coronavirus Stimulus bill signed into law March 27, 2020) and the “Paycheck Protection Program and Health Care Enhancement Act” signed into law on April 24, 2020.

On the website users can find resources on:

1. How to receive unemployment as a result of losses from the COVID national emergency
2. How to receive small business loans, advances and loan forgiveness related to the COVID national emergency
3. Organizations providing relief and potential grants from the National Endowment for the Arts
4. Additional resources from other organizations

For further reading on the federal response to the pandemic, as well as guidelines on how to protect yourself and your family from COVID-19.

STATISTICS OF COVID-19 IMPACT ON AMERICA'S CREATIVE ECONOMY:

United States

Takeaways: Data to help make the case for music and creative economy in the COVID-19 relief effort through the CARES Act.

²⁵ <https://musiccovidrelief.com/>

LOST ART: MEASURING COVID-19'S DEVASTATING IMPACT ON AMERICA'S CREATIVE ECONOMY²⁶

The COVID-19 crisis hits hard at arts, culture, and the creative economy. This study estimates the effects of the COVID-19 crisis on the creative economy, which is comprised of industries such as film, advertising, and fashion as well as creative occupations such as musicians, artists, performers, and designers. We estimate losses in sales of goods and services, employment, and earnings for creative industries and creative occupations at the national, state, and metropolitan levels over the period of April 1 through July 31, 2020.

- Based on our creative-industry analysis, we estimate losses of 2.7 million jobs and more than \$150 billion in sales of goods and services for creative industries nationwide, representing nearly a third of all jobs in those industries and 9% of annual sales. The fine and performing arts industries will be hit hardest, suffering estimated losses of almost 1.4 million jobs and \$42.5 billion in sales. These estimated losses represent 50% of all jobs in those industries and more than a quarter of all lost sales nationwide.
- Based on our analysis of creative occupations, we estimate losses of more than 2.3 million jobs and \$74 billion in average monthly earnings for the creative occupations. These losses represent 30% of all creative occupations and 15% of total average monthly wages. Again, creative occupations in the fine and performing arts—which include the visual arts, music, theater, and dance—will be disproportionately affected, representing roughly a third of wage employment losses.
- While all regions, states, and metropolitan areas of the country will be seriously impacted, the effects of the COVID-19 crisis will hit some places harder than others. The South is estimated to suffer the most losses in employment for both the creative industries and creative occupations, followed by the West and the Northeast, respectively. The West and the Northeast will be hit hardest in terms of estimated losses of sales revenues for the creative industries.

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<https://www.brookings.edu/research/lost-art-measuring-covid-19s-devastating-impact-on-americas-creative-economy/>

- Of the 50 states, California will be hit hardest in terms of absolute losses for creative industries and occupations, followed by New York and Texas. But these are all large states; when we look at the share of losses, the biggest losses occur in smaller states, including Alaska, Nevada, New Mexico, Louisiana, and Hawaii.
- The 53 metropolitan areas with populations over 1 million are estimated to account for more than three-quarters (80%) of total estimated losses in sales and two-thirds (68%) of all estimated job losses in creative industries across the United States. New York and Los Angeles will suffer the worst absolute losses, but smaller metro areas such as Las Vegas, Nashville, Tenn., New Orleans, Orlando, Fla., Memphis, Tenn., Baltimore, Jacksonville, Fla., Tucson, Ariz., and Austin, Texas will suffer larger losses in percentage terms.
- The creative economy is one of the sectors most at risk from the COVID-19 crisis. Arts, culture, and creativity are one of three key sectors (along with science and technology as well as business and management) that drive regional economies. Any lasting damage to the creative sector will drastically undercut our culture, well-being, and quality of life.
- Small, stop-gap measures will not undo the damage; a substantial and sustained national creative-economy recovery strategy is required. This strategy must be bottom-up, but supported across the board and led by local public-private partnerships between municipal governments, arts and cultural organizations, economic development and community groups, philanthropy, and the private sector, with support from federal and state levels of government, national philanthropy, and large corporations.
- In addition to financial support, technical support is also needed (especially for smaller organizations) on how to conform with health and safety requirements as well as how to adapt their business models in light of a protracted period of restrictions on live performances.
- With reduced demand for large cultural events as a result of social distancing, there is an opportunity for communities to shift to locally sourced culture. Communities can develop strategies to hire local creatives and create online portals and platforms to allow residents and businesses to hire local artists, musicians, and performers for smaller-scale, local events.